



Surveys and Tools
To Advance Patient-Centered Care

Experiences from the Field

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How Is the Survey Being Used?



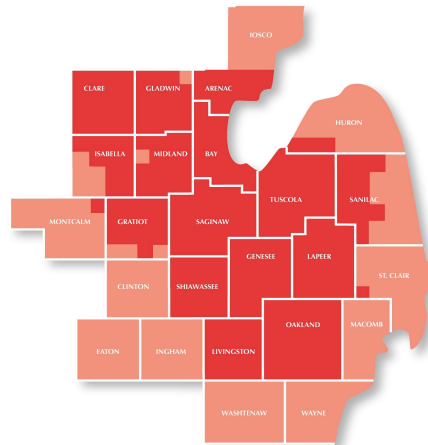
- **Major uses of the survey:**
 - Quality improvement
 - Public reporting
 - Pay-for-performance
- **Case examples:**
 - HealthPlus of Michigan
 - American Board of Internal Medicine (ABIM)
 - Massachusetts Health Quality Partners (MHQP)



HealthPlus of Michigan



- Independent health insurer in East Central Michigan
- Commercial, Medicaid, and Medicare products for over 200,000 enrollees
- Commercial HMO: PCP "gatekeeper model"
- Data from CAHPS Health Plan Survey identified problems in primary care delivery
- Participated in 2005 field test of CAHPS Clinician & Group Survey to pinpoint and correct PCP problems



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HealthPlus: Survey Implementation and Reporting



- **Fall 2005: Mail survey of 260 PCPs**
 - Average of 37 surveys returned per PCP
- **Extensive report testing with PCPs in 2006**
 - 14 versions
- **2005 results used only for feedback**
 - Focus on PCPs at the low end of the percentile distribution
- **Current round of survey data (Fall 2006) will be used for Pay-for-Performance (P4P) and public reporting**



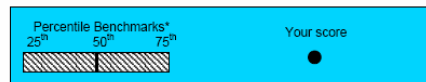
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Sample PCP Report Page: Overall Composite Scores

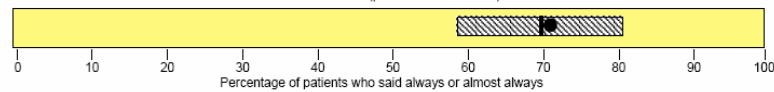


Doctor XYZ (n = 45) Summary Measures: Compared to All Commercial HealthPlus Adult Primary Care Physicians

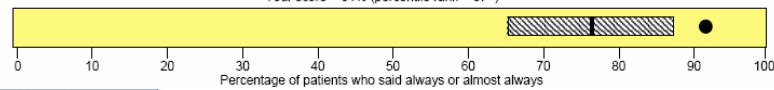
Key:



Patients Receive Timely Appointments, Care, and Information Your score = 71% (percentile rank = 54th)



Doctor Communicates Well With Patients Your score = 91% (percentile rank = 87th)



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Sample PCP Report Page: Detailed Question Scores



Question Level Results for Doctor XYZ (n=45)

Patients Receive Timely Appointments, Care, and Information (5 items)

Summary Measure	Your Score	HealthPlus of Michigan Physicians		HealthPlus Physicians at Hurley Medical Center	
		50 th percentile*	75 th percentile*	50 th percentile*	75 th percentile*
	71	70	82	66	78
How often patient received an appointment for urgent care as soon as needed.	63	68	80	64	76
How often patient received an appointment for a check-up or routine care as soon as needed.	74	72	84	68	80
How often patient got a response to a phone call during office hours the same day.	72	70	82	66	78



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HealthPlus: Lessons and Challenges

- **Need to effectively communicate:**
 - What you are doing
 - How you are doing it
 - Why you are doing it
 - What the results will be used for
- **Staged implementation helps build support:**
 - Present data initially at system or clinic level
 - Use first round of results for feedback only
- **Future challenge: Maintaining support for applying results to P4P and public reporting**



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American Board of Internal Medicine

- **ABIM is the largest of 24 medical specialty boards that certify physicians**
- **ABIM is the first board to make this CAHPS survey an option for Part IV of Maintenance of Certification (MOC) requirements**
 - Physicians receive initial certification and then are re-certified every 10 years
- **CAHPS survey will support assessment of physician communication and interpersonal skills**
- **CAHPS survey is part of Communication Practice Improvement Modules (PIM)**

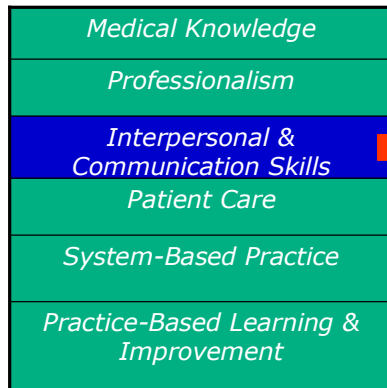


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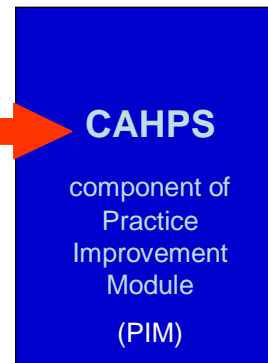
ABIM Use of CAHPS in Practice Assessment and Improvement



Physician Competencies



Assessment of Practice Performance



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Practice Improvement Module



- **Patient Survey**
 - Paper survey distributed in practice, e-mail (peer)
 - Response by telephone IVR or Web
- **Practice System Survey**
 - Demographics of practice
 - Practice information and care management systems
 - Web-administered 30-minute questionnaire
- **Performance Report**
 - Web-based summary of survey data
 - Interactive to identify targets for improvement
 - Develop a plan for improvement
- **Impact Report**
 - Feedback on user's experience



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ABIM: Lessons and Challenges



- **Feedback from patients is a powerful motivator for quality improvement**
- **Specific areas showing room for improvement:**
 - Scheduling and access (e.g., responding to routine questions)
 - Coordinating care (e.g., knowing what other doctors have done)
 - Interpersonal skills (e.g., knowing patient as a person)
- **Adding disease-specific questions to the CAHPS core items increases value for QI**
- **Future challenge: Data collection mechanism for other Boards**



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Massachusetts Health Quality Partners



- **Broad-based coalition committed to improving quality through trusted comparative information**
- **First statewide patient survey at the primary care practice site level**
 - Survey field period: July-September 2005
 - 497 practices; 92% of registered PCPs
 - Internal release of results to physician practices in November 2005
 - Public release of results in March 2006
- **Now in the process of fielding 2007 survey of primary care and selected specialist physicians**



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Sample MHQP Practice Site Report



Summary Measures	Score	Mean Score	Reliability
Quality of Doctor-Patient Interaction:	0 10 20 30 40 50 60 70 80 90 100		
Communication		62.0	B
Integration of Care		95.0	A
Knowledge of Patient		68.0	A
Health Promotion		50.0	A
Organizational/Structural Features of Care:	0 10 20 30 40 50 60 70 80 90 100		
Organizational Access		80.0	A
Visit-Based Continuity		--	D
Clinical Team		60.0	A
Office Staff		62.0	A
Global Rating:	0 10 20 30 40 50 60 70 80 90 100		
Willingness to Recommend		70.0	C



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MHQP Public Report Sample (www.mhqp.org)



QUALITY INSIGHTS: PATIENT EXPERIENCES IN PRIMARY CARE

Doctors' Office Summary: Care From Personal Doctors

click on the measure name to learn more information about the measure
click on the stars to learn about how patients answered each survey question

Doctors' Office	How Well Doctors Communicate with Patients	How Well Doctors Coordinate Care	How Well Doctors Know Their Patients	How Well Doctors Give Preventive Care and Advice
Acton Medical Associates (Pediatrics) Go to Medical Group's Website				
Harvard Vanguard Medical Associates, Concord Hillside (Pediatrics) Go to Medical Group's Website				

How Survey Results Are Being Used in Massachusetts



By Providers:

For Quality Improvement

"The response of providers within my group and various others in our network was 'How can we work together to improve?'"

Joseph Kelly, MD - Riverbend Medical Group and MHQP Physician Council Member

By Consumers:

As a Source of Information and Empowerment

"Having options and the ability to make a choice when finding a doctor"

"Taking charge of my health because now I can make decisions based on information that I didn't have before"



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MHQP: Lessons and Challenges



Engaging Key Audiences

- **Physicians: Listen to and validate physician concerns**
 - Transparent processes, measure reliability and validity
 - Provide opportunity for feedback
 - Determine achievable benchmarks
- **Consumers: A need for more in-depth analysis**
 - What information do consumers need?
 - How well do consumers understand the information provided?
 - How can we encourage consumer use of information?

Future Challenges

- **Integrating patient experience with clinical quality**
- **Creating the infrastructure to sustain reliable patient experience reporting**



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Case Examples: Representatives Available for Questions and Answers



- **HealthPlus of Michigan**
 - Clifford Rowley, Director, Member Service and Satisfaction
- **ABIM**
 - Daniel Duffy, MD, Executive Vice President
- **MHQP**
 - Melinda Karp, Director of Programs



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